

IMPLEMENTATION GUIDE

Self-Help Intervention for African American Smokers

*Using an Evidence-Informed Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at
http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Phone Counselor

- Provide tailored phone counseling to participants.
- Mail participants a copy of the *Pathways to Freedom* participant manual.

II. Program Delivery

For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.

A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page):

- ***Pathways to Freedom* participant manual:** This 36-page guide written at the sixth-grade reading level includes exclusively African American models, introduces quit-smoking strategies geared to the smoking pattern of African American smokers, and addresses the obstacles that African American smokers face in their attempts to stop smoking and remain smoke-free.
- ***Quitting Barriers* manual:** This 10-page document identifies 10 barriers to smoking cessation along with several ways to address each barrier.
- **Tailored Counseling Checklist:** This eight-page document provides multiple options for common phone counseling circumstances, enabling phone counselors to tailor

interactions to the specific needs of participants. This document also includes suggested scripts for each potential conversation topic and refers participants to information in the intervention participant manual when appropriate.

B. Program Implementation:

The steps used to implement this program are:

Step 1: Participant initiates contact via a telephone number that is advertised as a resource to obtain information on smoking cessation.

Step 2: Phone counselor provides 10–45 minutes of tailored phone counseling using the Tailored Counseling Checklist and *Quitting Barriers* manual.

Step 3: Phone counselor requests a mailing address from participants during the call.

Step 4: Phone counselor mails participant the *Pathways to Freedom* participant manual.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at

<http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.